All-In-One Ticket Report 2nd Quarter 2022



By Grey Brennan Alabama Tourism Department August 2022

Letter of appreciation to the Alabama tourism industry

I would like to thank each of 66 ticketed attractions that agreed to join the Alabama Tourism Department in our statewide attraction ticketing program. With over \$9000 paid to attractions in the first six months of operations, this program is already benefiting both the traveling public and industry.

Phase one of the initative, asking attractions to join the program, is complete.

During this first six months of operations, all sales for the 14 different tickets were from the www.alabama.travel website. Eight of the 14 tickets were either added to the website near or at the end of the 2nd quarter. As expected, these tickets have not been published long enough to show little, or any, money for the attraction on those tickets for the period covered in this report. They are included for historical purposes and to show a full accounting of ticket results. We fully expect their sales will grow with time.

We are focusing more efforts to get the tickets placed on additional websites. This will be key to growing sales so that every ticket and attraction included can see results.

As a part of that effort, we now welcome local tourism organizations to promote and actively sell their area's ticket. We are actively promoting the All-In-One Ticket at tourism trade shows and are pleased to be able to announce that already American Tours International has agreed to offer eight of the All-In-One Tickets on their platform which is used by thousands of travel agents worldwide.

Best regards,

Grey Brennan Deputy Director Alabama Tourism Department



During the 2nd quarter 2022

66 ticketed attractions participating



16th Street Baptist Church



Alabama Aquarium at Dauphin Island Sea Lab



Alabama Gulf Coast Zoo



Alabama Music Hall of Fame



Alabama Sports Hall of Fame



Anniston Museum of Natural History



Autobahn Indoor Speedway



Ave Maria Grotto



Barber Vintage Motorsports Museum



Belle Mont Mansion



Bellingrath Gardens



Berman Museum of World History



Birmingham Civil Rights Institute



Birmingham Zoo



Blue Springs State Park



Bragg-Mitchell Mansion



Burritt On the Mountain



By the River Center for Humanity



Cathedral Caverns State Park



Cheaha State Park



Chewacla State Park



Civil Rights Memorial



Conde-Charlotte Mansion



Cook Museum of Natural Science



EarlyWorks Childrens Museum



Fendall Hall



Florence Indian Mound and Museum



Fort Morgan



Frank Lloyd Wright Rosenbaum House



Freedom Rides Museum



GulfQuest National Maritime Museum Gulf of Mexico



Heart of Dixie Railroad Museum



Helen Keller Birthplace Ivy Green



Historic Bethel Baptist Church



Historic Blakeley State Park



History Museum of Mobile & Colonial Fort Conde



Huntsville Botanical Garden



International Motorsports Hall of Fame



Jesse Owens Museum



John Emerald Distilling Company



Lake Lurleen State Park



Landmark Park



Majestic Caverns



McWane Science Center



Montgomery Zoo & Mann Wildlife Learning Museum



Muscle Shoals Sound Studio



Mustang Museum of America



Oak Mountain State Park



Oakleigh House Museum



Pope's Tavern Museum



Rickwood Caverns State Park



Rosa Parks Museum at Troy University



Southern Museum of Flight



Tabernacle Baptist Church



The Hank Williams Museum



The Scott and Zelda Fitzgerald Museum



The Selma-Dallas County Museum History & Archive



The Wharf Ferris Wheel



Tigers for Tomorrow Exotic Animal Preserve



U.S. Space & Rocket Center



USS Alabama Battleship Memorial Park



Vulcan Park and Museum



W.A. Gayle Planetarium



W.C. Handy Home and Museum



Whippoorwill Vineyards



Wind Creek State Park

Jan-June 2022

Top Performing Tickets

#1 Ticket

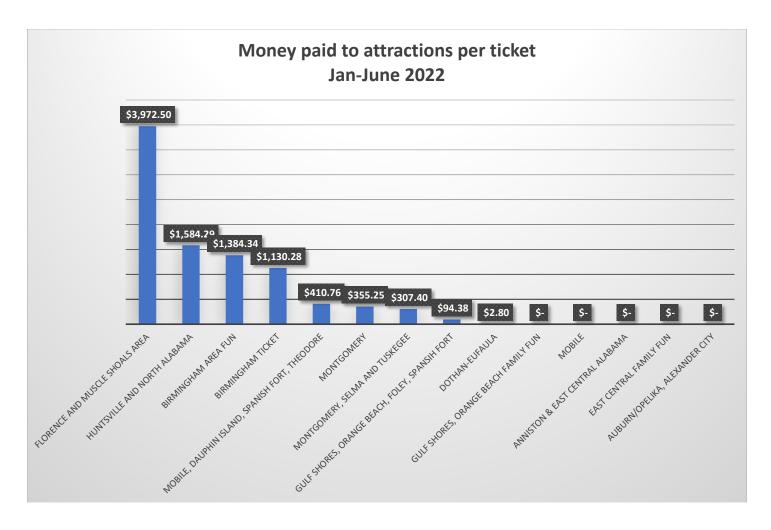
\$3,972.50 paid to attractions 576 attraction admissions

#2 Ticket

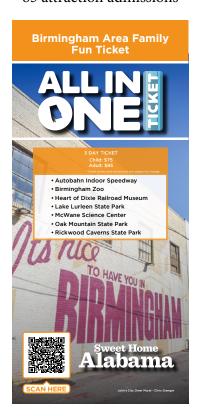
\$1.584.29 paid to attractions 142 attraction admissions







#3 Ticket \$1,384,34 paid to attractions 85 attraction admissions



Although the two Birmingham tickets are ranked 3 and 4 in performance, if you added them together, they would rank #2

#4 Ticket \$1,130.28 paid to attractions 85 attraction admissions



Montgomery, Selma and Tuskegee Ticket



Ticketed attractions on this ticket:

By The River Center For Humanity
Civil Rights Memorial Center*
Freedom Rides Museum
Montgomery Zoo & Mann Learning
Rosa Parks Museum at Troy University
Tabernacle Baptist Church
The Hank Williams Museum
The Scott And Zelda Fitzgerald Museum
The Selma-Dallas County Museum of
History & Archives
W.A. Gayle Planetarium**
Whippoorwill Vineyards

Free to the public listings included:

Alabama State Capitol Edmund Pettus Bridge Historic Davis Theatre Tour Montgomery Museum of Fine Arts Georgine Clark Alabama Artist Gallery The Museum of Alabama

*Operated free to the public during Feb, March, April

**W.A.Gayle Planatarium closed June 1st

Ticket Usage Jan-June 2022

	1Q	2Q
Tickets used	4	11
Admissions to attractions	9	24
Average paid attractions visited	2.25	2.18

Ticket Sold by Type			Price of Ticket
	1Q	2Q	
1 day Adult	4	10	1 day Adult \$23
1 day Child	0	1	1 day Child \$18
2 day Adult	3	0	2 day Adult \$32
2 day Child	0	0	2 day Child \$23
5 day Adult	0	0	5 day Adult \$54
5 day Child	0	0	5 day Child \$38

Payout to attractions

1Q 2Q \$59.60 \$247.80

Montgomery Ticket



Ticketed attractions on this ticket:

Civil Rights Memorial Center*
Freedom Rides Museum
Montgomery Zoo & Mann Learning
Rosa Parks Museum at Troy University
Tabernacle Baptist Church
The Hank Williams Museum
The Scott And Zelda Fitzgerald Museum
W.A.Gayle Planetarium**

Free to the public listings included:

Alabama State Capitol Historic Davis Theatre Tour Montgomery Museum of Fine Arts Georgine Clark Alabama Artist Gallery The Museum of Alabama

Ticket Usage Jan-June 2022

	1Q	2Q
Tickets used	13	4
Admissions to attractions	55	10
Average paid attractions visited	4.23	2.50

Ticket So	old by Typ	oe -	Price of Ticket
	1Q	2Q	
3 day Adult	10	3	3 day Adult \$33
3 day Child	3	1	3 day Child \$22

Payout to attractions 1Q 2Q \$168.35 \$186.90

^{*}Operated free to the public during Feb, March, April

^{**}W.A.Gayle Planatarium closed June 1st

Birmingham Ticket



Ticketed attractions on this ticket:

16th Street Baptist Church
Alabama Sports Hall of Fame
Barber Vintage Motorsports Museum
Birmingham Civil Rights Institute
Birmingham Zoo
Heart of Dixie Railroad Museum
Historic Bethal Baptist Church
McWane Science Center
Oak Mountain State Park
Southern Museum of Flight
Vulcan Park and Museum

Free to the public listings included:

Birmingham Botanical Gardens Negro Southern League Museum Sloss Furnaces National Historic Landmark

Ticket Usage Jan-June 2022					
			1Q :	2Q	
Tickets used			33	27	
Admissions to	attractio	ons	63	51	
Average paid a	ttraction	ns visite	ed 1.91	1.89	
T: 1 . C 1	11 77		D. CT.	1 ,	
Ticket Sol			Price of Tic	ket	
1 1 1 1	1Q	2Q	4 1 A 1 1.	Φ22	
1 day Adult	6	17	•	\$32	
1 day Child	1	0	•	\$26	
2 day Adult	22	9	2 day Adult	\$45	
2 day Child	4	1	2 day Child	\$37	
5 day Adult	0	0	5 day Adult	\$75	
5 day Child	0	0	5 day Child	\$60	
I	Payout to	o attrac	ctions		
	1Q	2	2Q		
	\$553.60	\$55	55.68		

Birmingham Area Family Fun Ticket



Ticketed attractions on this ticket:

Autobahn Indoor Speedway Birmingham Zoo Heart of Dixie Railroad Museum McWane Science Center Oak Mountain State Park Rickwood Caverns State Park

Ticket Usage Jan-June 2022

	1Q	2Q
Tickets used	24	5
Admissions to attractions	78	7
Average paid attractions visited	3.25	1.4

Ticket Sold by Type		Price of Ticket	
	1Q	2Q	
3 day Adult	21	1	3 day Adult \$85
3 day Child	7	0	3 day Child \$75

Payout to attractions 1Q 2Q \$922.66 \$461.68

Florence/Muscle Shoals Area Ticket



Ticketed attractions on this ticket:

Alabama Music Hall of Fame
Belle Mont Mansion
Florence Indian Mound and Museum
Frank Lloyd Wright - Rosenbaum House
Helen Keller Birthplace/Ivy Green
Muscle Shoals Sound Studio
Pope's Tavern Museum
W.C. Handy Home and Museum

m. 1		· ·		
Ticket Usage Jan-June 2022				
			1Q 2Q	
Tickets used			31 171	
Admissions to	attractio	ons	92 484	
Average paid	attraction	ns visited	2.97 2.83	
Ticket Sc	old by Ty	pe	Price of Ticket	
	1Q	2Q		
1 day Adult	16	125	1 day Adult \$25	
1 day Child	0	6	1 day Child \$15	
· '	15	34	•	
•	0		2 day Child \$21	
5 day Adult	0		5 day Adult \$53	
5 day Child	0	0	5 day Child \$29	
	· ·	· ·	• ••• • • • • • • • • • • • • • • • •	
	Payout to	o attracti	ons	
	1Q	2Q		
	\$586.60	\$3,385	.90	

This ticket was launched mid January 2022

Hunstville and North Alabama Ticket



Ticketed attractions on this ticket:

Ave Maria Grotto
Burritt On The Mountain
Cathedral Caverns State Park
Cook Museum of Natural Science
EarlyWorks Children's Museum
Huntsville Botanical Garden
Jesse Owens Museum
Rickwood Caverns State Park
Tigers For Tomorrow Exotic Animal
Preserve
U.S. Space & Rocket Center*

^{*}Attraction added to ticket after 3/31/2022

Ticket Usage Jan-June 2022					
	O		•		
			1	.Q	2Q
Tickets used				17	
Admissions to	o attractio	ons	1	35	7
Average paid	attraction	ns visit			1.40
0 1					
Tialest C	ald by Ty		Price o	f Tic	lrot
Ticket S	old by Ty	-	Price o	01 11C	Ket
	1Q	2Q			+
1 day Adult	4	4	1 day A	Adult	\$42
1 day Child	0	0	1 day (Child	\$32
2 day Adult	33	1	2 day A	Adult	\$59
2 day Child	14	0	2 day (Child	\$42
5 day Adult	0	0	5 day A	Adult	\$89
5 day Child	0	0	5 day (Child	\$59
·					
	Payout t	o attra	ctions		
	1Q		2Q		
	\$1,257.7		-		

Mobile, Dauphin Island, Spanish Fort, Theodore Ticket



Ticketed attractions on this ticket:

Alabama Aquarium at Dauphin Island Sea Lab Bellingrath Gardens Bragg-Mitchell Mansion Conde Charlotte Museum GulfQuest National Maritime Museum Historic Blakeley State Park History Museum Mobile & Fort Conde Oakleigh House Museum USS Alabama Battleship Memorial Park

Free to the public listings included:

Foley Depot Museum & Model Train Exhibit Holmes Medical Museum Phoenix Fire Museum

Ticket Usage Jan-June 2022				
		, , ,		
			1Q	2Q
Tickets used			TQ	24
			-	
Admissions to	attraction	ons	-	51
Average paid a	ttraction	ns visited	-	2.13
TT: 1 . 0	111 m		D : C/I	1. 1 .
Ticket So	Id by Ty	pe	Price of T	icket
	1Q	2Q		
1 day Adult	-	4	1 day Adul	lt \$25
1 day Child	-	5	1 day Chile	d \$13
2 day Adult	-	12	2 day Adul	lt \$35
2 day Child	-	3	2 day Chile	d \$21
5 day Adult	-	0	5 day Adul	lt \$65
5 day Child	-	0	5 day Chile	d \$31
·				
	Payout to	o attractio	ons	
	1Q	2Q		
	_	\$410.7		
		Ψ110.7		

Mobile Ticket



Ticketed attractions on this ticket:

Bellingrath Gardens
Bragg-Mitchell Mansion
Conde Charlotte Museum
GulfQuest National Maritime Museum
History Museum Mobile & Fort Conde
Oakleigh House Museum
USS Alabama Battleship Memorial Park

Free to the public listings included:

Phoenix Fire Museum

Ticket Usage Jan-June 2022

	1Q	2Q
Tickets used	-	-
Admissions to attractions	-	-
Average paid attractions visited	-	-

Ticket Sold by Type		Price of Ticket	
	1Q	2Q	
3 day Adult	-	-	3 day Adult \$35
3 day Child	-	-	3 day Child \$17

Payout to attractions 1Q 2Q

-

Gulf Shores, Orange Beach, Foley, Spanish Fort Ticket



Ticketed attractions on this ticket:

Alabama Gulf Coast Zoo Fort Morgan Historic Blakeley State Park The Wharf (Ferris Wheel) USS Alabama Battleship Memorial Park

Free to the public listings included:

City of Foley Depot Museum and Model Train Exhibit

Ticket Usage Jan-June 2022

	1Q	2Q
Tickets used	-	4
Admissions to attractions	-	12
Average paid attractions visited	-	3.0

Ticket Sc	old by Ty	<i>p</i> e	Price of Ticket
	1Q	2Q	
1 day Adult	-	0	1 day Adult \$32
1 day Child	-	0	1 day Child \$23
2 day Adult	-	2	2 day Adult \$40
2 day Child	-	2	2 day Child \$28
5 day Adult	-	0	5 day Adult \$55
5 day Child	-	0	5 day Child \$35

Payout to attractions

1Q 2Q \$94.38

This ticket was launched late April 2022

Gulf Shores & Orange Beach Family Fun



Ticketed attractions on this ticket:

Alabama Gulf Coast Zoo Fort Morgan The Wharf (Ferris Wheel)

Ticket	t Usage	Jan-N	Aarch	2022	
Tickets used Admissions t Average paid			ed	1Q - -	2Q - -
Ticket S	Sold by Ty	ype 2Q	Pric	ce of Ti	cket
3 day Adult 3 day Child	- -	- -	•	Adult Child	
	Payout t 1Q -		ctions 2Q -		

This ticket was launched late April 2022.

Anniston and East Central Alabama



Ticketed attractions on this ticket:

Anniston Museum of Natural History Berman Museum of World History Cheaha State Park International Motorsports Hall of Fame Mustang Museum of America

Ticket	Usage	e Jan-	June 2022	
Tickets used Admissions to Average paid a		-	1Q - - ed -	2Q - -
Ticket So	ld by Ty 1Q	pe 2Q	Price of Ti	cket
1 day Adult	-	- -	1 day Adult	\$23
1 day Child	-	-	1 day Child	\$14
2 day Adult	-	-	2 day Adult	\$29
2 day Child	-	-	2 day Child	\$18
5 day Adult	-	-	5 day Adult	\$41
5 day Child	-	-	5 day Child	\$25
I	Payout t 1Q -		ctions 2Q -	

East Central Alabama Family Fun



Ticketed attractions on this ticket:

Anniston Museum of Natural History Berman Museum of World History Cheaha State Park International Motorsports Hall of Fame Majestic Caverns Mustang Museum of America

Ticket Usage Jan-June 2022

	1Q	2Q
Tickets used	-	-
Admissions to attractions	-	-
Average paid attractions visited	-	-

Ticket So	old by Ty	ype	Price of Ticket
	1Q	2Q	
3 day Adult	-	-	3 day Adult \$66
3 day Child	-	-	3 day Child \$54

Payout to attractions 1Q 2Q

Auburn/Opelika & Alexander City



Ticketed attractions on this ticket:

Chewacla State Park John Emerald Distilling Company Whippoorwill Vineyards Wind Creek State Park

Free to the public listings included:

Horseshoe Bend NMP

Ticke	t Usag	e Jan	n-June 2022	
Ti alrete used			1Q 2Q	
Tickets used			- +	
Admissions to				
Average paid a	attraction	ns visi	sited	
Ticket So	old by Ty	ре	Price of Ticket	
	1Q	2Q		
1 day Adult	-	-	1 day Adult \$24	
1 day Child	-	-	1 day Child \$4	
2 day Adult	-	-	2 day Adult \$26	
2 day Child	-	-	2 day Child \$11	
5 day Adult	-	-	5 day Adult \$29	
5 day Child	-	-	5 day Child \$12	
	Payout t	o attr	ractions	
	1Q		2Q	
	-		-	

Dothan-Eufaula



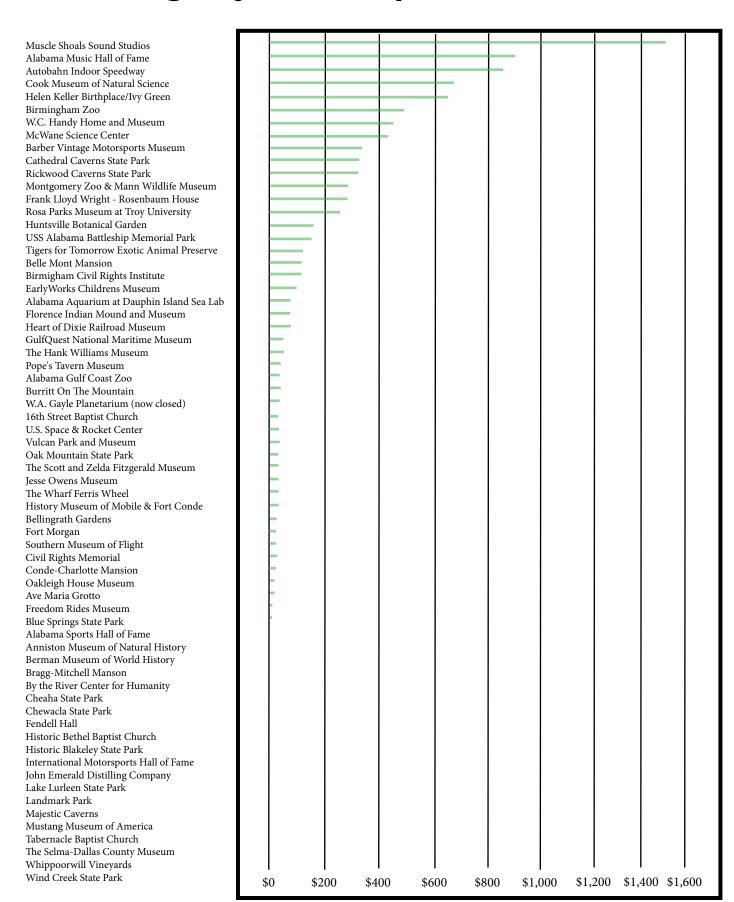
Ticketed attractions on this ticket:

Blue Springs State Park Fendall Hall (AL Historical Commission) Landmark Park

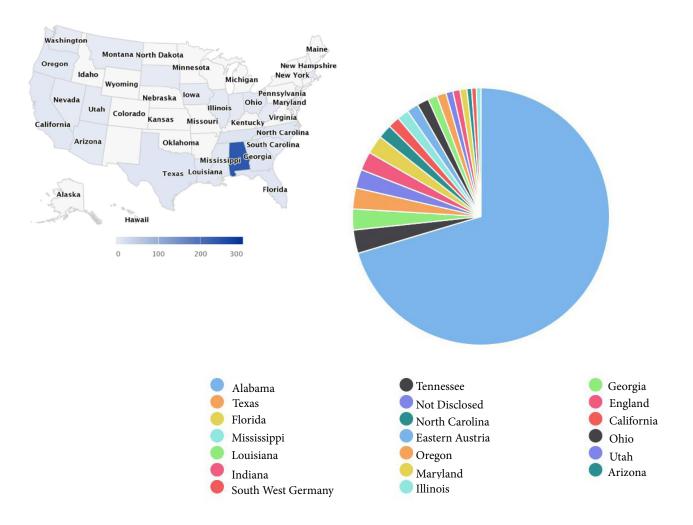
Ticko	et Usage	Jan-Ju	ne 2022	
Tickets used Admissions Average paid	to attractio		1Q - - -	2Q 1 1
Ticket So 3 day Adult 3 day Child 3 day Child	old by Type 1Q - - -	2Q 1 -	Price of Ti 3 day Adult 3 day Child	\$16
	Payout to 1Q -	attraction 2Q \$2.80		

For January-June 2022

Rankings by amount paid to attractions



All-In-One Ticket Customer Location



Top State	es	Top Alabama (Cities
Alabama	240	Montgomery	87
Tennessee	10	Birmingham	12
Georgia	9	Madison	5
Florida	9	Mobile	5
North Carolina	6	Mountain Brook	5
California	5	Tuscumbia	4
Mississippi	5	Pike Road	4
Ohio	5	Fairhope	4
Louisiana	4	Valley	4
Oregon	4	Athens	4
Utah	3	Auburn	4
Indiana	3		_
Illinois	2	International	
Arizona	2	Great Britain	8
		Austria	5
		Germany	4

Next Update

The next update for the All-In-One Ticket program will be posted after the end of the 3rd quarter.

Useful information

Here is the link to all of the tickets that are now available.



Here is the link to video promotion of the tickets.



Here is the link to a news story in USA Today about the ticket.



Here is a link for your ticket booth attendant to view. Simple slide presentation that explains how tickets should be redeemed.



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